



Audit, Finance & Enterprise Committee Report

Date: December 3, 2012
To: Audit, Finance and Enterprise Committee
Through: Alex Deshuk, Manager of Technology and Innovation
From: Edward Quedens, Business Services Director
Timothy Meyer, Business Licensing & Revenue Collection Administrator
Subject: Special Event Code and proposed changes to the Schedule of Fees and Charges
"Citywide"

**Strategic
Initiatives**



Purpose and Recommendation

The purpose of this report is to recommend Council repeal the existing Special Event Code and approve a new Special Event Code and the proposed fees.

Background and Discussion

The proposed changes to Title 5, Chapter 1 of the Mesa City Code are extensive. It is staff's recommendation to repeal the existing Special Event Code and adopt a new Special Event Code as well as establish a new fee structure for applicants who wish to conduct a special event within the City limits. The proposed changes include;

- Establish the Business Licensing and Revenue Collections Administrator as the responsible party for administering the code.
- Requires applicants to submit their application at least 30 days prior to the event date.
- Provides for an expedited process and fee for applications submitted less than 30 days from the event date.
- Provides a detailed list of possible reasons for denial of a license.
- Identifies the City officials who may revoke a license if violations of the code are discovered at an event.
- Provides more details regarding the appeal process.
- Requires the licensee to provide a vendor list at the time of application and also provides a provision to modify the list as needed after the application has been submitted.

- Provides for a new application filing option, a multi-repeating event. A multi-repeating event is an event that duplicates itself more than once in a 12 month period. An example would be the downtown 2nd Friday Night Out. The event application would have to be submitted for all proposed events at one time, the applicant would have to agree that all events would be the same (same location, same physical area, same number and type of vendors, etc.). One fee would be collected at application submittal and all licenses would be printed and provided to the applicant at one time once approved. This option has advantages for the applicant allowing only one application to be filed for up to 12 events and the applicant would receive a reduced fee. Staff will only have to review the application once and print all licenses once, thus saving staff time. Staff will only approve the maximum number of events allowed by the zoning code or special use permit, but no more than 12 events at one time. Should any issues arise during any event that may require modifications to address issues or complaints, staff will work with the licensee to make adjustments as needed. If a resolution can't be reached, the code provides avenues to revoke a license and/or deny future licenses.
- Provide a new fee structure that takes into account the scale and complexity of the event and the City staff time involved to review and approve an application. Events that are small in scale and require minimal staff time will be charged a fee significantly less than a large scale event requiring hours of staff time to review before an approval can be issued.

An example of a small event might be a parking lot event where the applicant is requesting to use a portion of a parking lot to place a couple tables and a canopy.

An example of a medium event might be an event where the applicant is requesting to shut down a portion of a street or parking lot and have multiple vendors or activities taking place within the proposed area. The event would require 2-3 City departments to review and approve the application.

An example of a large event might be an event where streets are being closed and multiple activities are taking place requiring 4+ City departments to review and approve the event.

The current fee structure is based on the number of days the event will be held, not the scale of the event or the effort to complete the licensing process.

Current Fee Structure:

The current fee structure is \$100.00 per day with a maximum fee of \$300.00 for the entire event. A Special Event may not exceed 4 days per the zoning code unless the applicant has been approved for a special use permit prior to the special event.

Proposed Fee Structure:

- Small Event \$ 50.00
- Medium Event \$150.00
- Large Event \$300.00
- Multi-Repeating Event Event fee X Number of Events X 50%
- Expedited Fee 50% of event fee

Alternatives

Council could choose to amend the proposed code changes and/or fees. Council could also choose not to amend the proposed code or fees.

Fiscal Impact

Fiscal impact is expected to be minimal. If the new fee structure is approved, the fees paid by applicants will be based on the scale of the event and take into account the staff time required to complete the licensing process.